

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Applicant : Thomas J. Perkowski
Serial No. : 10/058,970
Filed : January 28, 2002
Title of Invention : AN INTERNET-BASED CONSUMER PRODUCT BRAND
MARKETING COMMUNICATION SYSTEM WHICH ENABLES
MANUFACTURERS, RETAILERS AND THEIR RESPECTIVE
AGENTS, AND CONSUMERS TO CARRY OUT PRODUCT-
RELATED FUNCTIONS ALONG THE DEMAND SIDE OF THE
RETAIL CHAIN IN AN INTEGRATED MANNER
Examiner : Mark Fadok
Group Art Unit : 3665
Attorney Docket : 100-058USANC0

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

THIRD SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

UNDER 37 C.F.R. 1.97(c)(2)

Sir:

In order to fulfill Applicant's continuing obligations of candor and good faith as set forth in 37 C.F.R. 1.56, Applicant submits herewith a Third Supplemental Information Disclosure Statement prepared in accordance with 37 C.F.R Sections 1.97(c)(2), 1.98 and 1.99.

U.S. PUBLICATIONS

<u>NUMBER</u>	<u>FILING DATE</u>	<u>TITLE</u>
6,631,357	June 25, 1999	METHOD OF AND SYSTEM FOR FINDING CONSUMER PRODUCT RELATED INFORMATION ON THE INTERNET USING AUTOMATIC REGISTRATION SOLICITATION TECHNIQUES TO HELP CREATE UPN/TM/PD/URL DATA LINKS STORED IN AN INTERNET-BASED RELATIONAL DATABASE SERVER
6,625,581 B1	November 22, 1999	METHOD OF AND SYSTEM FOR ENABLING THE ACCESS OF CONSUMER PRODUCT RELATED INFORMATION AND THE PURCHASE OF CONSUMER PRODUCTS AT POINTS OF CONSUMER PRESENCE ON THE WORLD WIDE WEB (WWW) AT WHICH CONSUMER PRODUCT

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		INFORMATION REQUEST (CPIR) ENABLING SERVLET TAGS ARE EMBEDDED WITHIN HTML-ENCODED DOCUMENTS
6,567,857	July 29, 1999	METHOD AND APPARATUS FOR DYNAMIC PROXY INSERTION IN NETWORK TRAFFIC FLOW
6,434,563 B1	December 9, 1999	WWW BROWSER CONFIGURED TO PROVIDE A WINDOWED CONTENT MANIFESTATION ENVIRONMENT
6,360,215	November 3, 1998	METHOD AND APPARATUS FOR RETRIEVING DOCUMENTS BASED ON INFORMATION OTHER THAN DOCUMENT CONTENT
6,339,438	July 27, 1999	SCROLL BAR WITH INTEGRATED ADVERTISEMENT
6,247,044 B1	May 18, 1999	APPARATUS AND METHOD FOR PROCESSING SERVLETS
6,223,178	July 16, 1998	SUBSCRIPTION AND INTERNET ADVERTISING VIA SEARCHED AND UPDATED BOOKMARK SETS
6,189,137	November 21, 1997	DATA PROCESSING SYSTEM AND METHOD FOR SIMULATING "INCLUDE" FILES IN JAVASCRIPT
6,178,426	January 15, 1998	APPARATUS WITH EXTENDED MARKUP LANGUAGE DATA CAPTURE CAPABILITY
6,144,990	December 23, 1996	COMPUTER APPARATUS AND METHOD FOR COMMUNICATING BETWEEN SOFTWARE APPLICATIONS AND COMPUTERS ON THE WORLD-WIDE WEB USING UNIVERSAL VARIABLE HANDLING
6,101,510	January 29, 1997	WEB BROWSER CONTROL FOR INCORPORATING WEB BROWSER FUNCTIONALITY INTO APPLICATION PROGRAMS
6,031,989	February 27, 1997	METHOD OF FORMATTING AND DISPLAYING NESTED DOCUMENTS
6,021,416	November 25, 1997	DYNAMIC SOURCE CODE CAPTURE FOR A SELECTED REGION OF A DISPLAY

5,959,630	January 29, 1998	DISPLAY SCREEN PROCESSING APPARATUS AND STORAGE MEDIUM CONTAINING THEREIN PROGRAM FOR CONTROLLING DISPLAY SCREEN PROCESSING APPARATUS
5,918,013	June 3, 1996	METHOD OF TRANSCODING DOCUMENTS IN A NETWORK ENVIRONMENT USING A PROXY SERVER
5,918,010	February 6, 1998	COLLABORATIVE INTERNET DATA MINING SYSTEMS
5,694,546	May 31, 1994	SYSTEM FOR AUTOMATIC UNATTENDED ELECTRONIC INFORMATION TRANSPORT BETWEEN A SERVER AND A CLIENT BY A VENDOR PROVIDED TRANSPORT SOFTWARE WITH A MANIFEST LIST
5,895,454	April 17, 1997	INTEGRATED INTERFACE FOR VENDOR/PRODUCT ORIENTED INTERNET WEBSITES
5,881,230	June 24, 1996	METHOD AND SYSTEM FOR REMOTE AUTOMATION OF OBJECT ORIENTED APPLICATIONS
5,757,900	June 2, 1995	SYSTEM AND METHOD FOR SINGLE ACCESS DATABASE RETRIEVALS
US2002/0161672	December 4, 2001	SYSTEM FOR PROCESSING PRODUCT INFORMATION IN SUPPORT OF COMMERCIAL TRANSACTIONS
08/771,823	August 21, 1997	WORLD WIDE WEB BAR CODE ACCESS SYSTEM

FOREIGN PUBLICATIONS

<u>NUMBER</u>	<u>PUBLICATION DATE</u>	<u>TITLE</u>
WO 01/77838 A1	October 18, 2001	DYNAMIC INTEGRATION OF WEB SITES
WO 98/02847	January 22, 1998	METHOD OF PRODUCT MANUFACTURER IDENTIFICATION

ABSTRACTS OF DISCLOSURE

U.S. Letters Patent No. 6,631,357 to Perkowski discloses a novel system and method for finding product and service related information on the Internet. The system includes Internet Servers which store information pertaining to Universal Product or Service Number (e.g. UPC number) preassigned to each product and service registered in the system, with Uniform Resource Locators (URLs) that point to the location of one or more information resources on the Internet, e.g. World Wide Websites, related to such products or services. Each client computer system includes an Internet browser or Internet application tool which is provided with a "Internet Product/Service Information (IPSI) Finder" button and a "Universal Product/Service Number (UPSN) Search" button. The system enters its "IPSI Finder Mode" when the "IPSI Finder" button is depressed and enters the "UPSN Search Mode" when the "UPSN Search" button is depressed. When the system is in its IPSI Finder Mode, a predesignated information resource (e.g. advertisement, product information, etc.) pertaining to any commercial product or service registered with the system is automatically accessed from the Internet and displayed from the Internet browser by simply entering the registered product's UPN or the registered service's USN into the Internet browser. When the system is in its "UPSN Search Mode", a predesignated information resource pertaining to any commercial product or service registered with the system is automatically accessed from the Internet and displayed from the Internet browser by simply entering the registered product's trademark(s) or (servicemark) and/or associated company name into the Internet browser.

U.S. Letters Patent No. 6,625,581 to Perkowski discloses a method of and system for delivering consumer product related information to consumers over the Internet. The system and method involves creating an UPN-encoded Consumer Product Information (CPIR) enabling Applet for each consumer product registered within a manufacturer-managed UPN/URL database management system. Each CPIR-enabling Applet is encapsulated within an executable file and then stored in the UPN/URL database management system. Each CPIR-enabling Applet is searchable and downloadable by, for example, (1) retailers purchasing products from an electronic-commerce enabled product catalog, (2) advertisers desiring to link consumer product information to Web-based product advertisements, or (3) anyone having a legitimate purpose of disseminating such information within the stream of electronic commerce. After downloading and extraction from its encapsulating file, the CPIR-enabling Applet is embedded within an HTML-encoded document associated with, for example, an EC-enabled store, on-line auction site, product advertisement, Internet search engine or directory, and the like. Upon encountering such an Applet-encoded HTML document on the WWW, the consumer need only perform a single mouse-clicking operation to automatically execute the underlying CPIR-enabling Applet (on either the client or server side of the network), causing a UPN-directed search to be performed against the manufacturer-defined UPN/URL Database, and the results thereof displayed in an independent Java GUI, without disturbing the consumer's point of presence on the WWW. Preferably, the CPIR-enabling Applets are realized using Java™ technology, although it is understood that alternative technologies can be used to practice the system and methods of the present invention.

U.S. Patent No. 6,567,857 to Gupta et al. discloses a method and apparatus for dynamic proxy insertion in network traffic path. According to one or more embodiments of the invention, a request and/or response message may be modified to include one or more thru-proxy tags to identify a network (or traffic) node (e.g., a proxy, server, or intermediary). For example, a request directed to a server or a response directed to a client may be altered to insert a plurality of intermediate or final destination designations. In so doing, a path of a request or response may be altered dynamically. A thru-proxy tag in a response may be inserted in a related request to identify a destination or node such that the request is sent to the destination in the thru-proxy tag before being sent to an origin server. Thru-proxy tags may be used to identify multiple and/or alternate destinations.

U.S. Patent No. 6,434,563 to Pasquali et al. discloses a network client such as a WWW browser

configured to facilitate a windowed content manifestation environment (CME) which is configured to operate within a data processing system and to receive content from a remote server system to facilitate a windowed content manifestation environment. In particular, the customized WWW browser application includes a content retrieval module configured to receive content from a network server system via an electronic data network, and a processing engine coupled to the content retrieval module. The processing engine is configured to provide a content manifestation environment within the data processing system, and to process the content to produce at least one corresponding window object within the content manifestation environment. The corresponding window object(s) are configured to manifest at least a portion of the content therein.

U.S. Patent No. 6,360,215 to Judd et al. discloses a method and apparatus for retrieving documents from a collection of documents based on information other than the contents of a desired document. The collection of documents, which may be a hypertext system or documents available via the World Wide Web, is indexed. In one embodiment, an indexing process of a search engine receives one or more specifications that identify documents, or document locations, and non-content information such as a tag word or code word. The indexing process searches the index to identify all documents in the index that match one or more of the specifications. If a match is found, the tag word is added to the index, and information about the matching document is stored in the index in association with the tag word. A search query is submitted to the search engine. The search query is automatically modified to add a reference to the tag word, such as a query term that will exclude any index entry for a document associated with the tag word. The search is executed against the index, and a set of search results is generated. Accordingly, the search results automatically exclude all documents associated with the tag word. These techniques may be used, for example, to implement a Web search service that produces more accurate search results or that prevents certain documents, such as pornographic materials, from appearing in search results.

U.S. Patent No. 6,339,438 to Bates et al. discloses a method and system for storing one or more searchable repositories of bookmark sets in a computer system, each bookmark set being downloadable to a client browser as a unit. Each bookmark set contains a set of Uniform Resource Locators (URLs) and is associated with related information such as a set of keywords, one or more topics and user specific information. The bookmark set is downloadable as a unit to the client browser. When a search query from a client containing a set of keywords is received, the stored bookmark sets are searched for one or more bookmark sets associated with at least one keyword matching a keyword from the search query. A list of bookmark sets which satisfy the query, i.e. are associated with matching keywords, are returned to the client browser. Responsive to a request for downloading a selected bookmark set, the selected bookmark is served to the client. The selected bookmark set is received and used by the client browser to access the set of URLs in the selected bookmark set. In one embodiment of the invention, some bookmarks within a bookmark set are designated as base bookmarks which are always served with the bookmark set. Other bookmarks in the bookmark set are designated as variable bookmarks which are served with the bookmark set if a set of conditions are met, e.g., the client request originates from a specific geographic region. If the set of conditions is detected the base and variable bookmarks are served as a unit as the selected bookmark set.

U.S. Patent No. 6,247,044 to Gosling et al. discloses a method and apparatus for operating a local server computer of a client-server network including a technique to receive a request from a client computer of the client-server network. A determination is made whether the request requires dynamically generated information from a servlet object of the client-server network. If so, a specified servlet object corresponding to the request may be uploaded from a remote server computer of the client-server network. The specified servlet object is then executed to obtain dynamically generated information corresponding to the request.

U.S. Patent No. 6,223,178 to Himmel et al., discloses a system of storing one or more searchable repositories of bookmark sets in a computer system, allowing each bookmark set to be downloaded to a

client browser as a unit. Each bookmark set contains a set of Uniform Resource Locators (URLs) and is associated with related information such as a set of keywords, one or more topics and user specific information. The bookmark set is downloadable as a unit to the client browser. When a search query from a client containing a set of keywords is received, the stored bookmark sets are searched for one or more bookmark sets associated with at least one keyword matching a keyword from the search query. A list of bookmark sets which satisfy the query, i.e. are associated with matching keywords, are returned to the client browser. Responsive to a request for downloading a selected bookmark set, the selected bookmark is served to the client. The selected bookmark set is received and used by the client browser to access the set of URLs in the selected bookmark set. In one embodiment of the invention, some bookmarks within a bookmark set are designated as base bookmarks which are always served with the bookmark set. Other bookmarks in the bookmark set are designated as variable bookmarks which are served with the bookmark set if a set of conditions are met, e.g., the client request originates from a specific geographic region. If the set of conditions is detected the base and variable bookmarks are served as a unit as the selected bookmark set.

U.S. Patent No. 6,189,137 to Hoffman discloses a data processing system and methodology simulate "include" function in the JavaScript programming language. The include function is utilized to more efficiently use a set of instructions that are repeated during execution of a program. By setting those instructions in a single file that is then called through the use of a JavaScript subroutine calling protocol, sets of instructions may be repeatedly accessed and executed in a manner that simulates the include function provided by other programming languages.

U.S. Patent No. 6,178,426 to Klein et al. discloses a computer implemented apparatus that captures data from a user into a form specified in accordance with a markup language such as hypertext markup language. The user selects a data type such as text, handwriting, voice, image and video data type to be captured. Once the user indicates the type of data to be captured, the apparatus enables a transducer associated with the selected data type to capture data. The apparatus also formats data from the transducer into a predetermined format, stores and displays the formatted data in the markup language form.

U.S. Patent No. 6,144,990 to Brandt et al. discloses a computer system and method for providing access to a software application from a web browser over the WWW. The system includes one or more computers executing a web browser, a web server application, an application gateway, and a software application. The system and method allows a user of the web browser to access the software application. The user inputs data via the web browser, which is communicated to the web server application, which passes the input to a CGI module. Based upon the web browser input, the CGI selects an HTML template containing at least one variable. The variable is passed to an application gateway which requests a value for the variable from the software application. The value is passed back to the CGI and inserted into the HTML template in place of the variable. The completed HTML template is then sent back to the web browser. The application gateway comprises a web based interface to the software application in combination with templates that specify variables.

U.S. Patent No. 6,101,510 to Stone et al. discloses a web browser control allows application program developers to incorporate web browser functionality into application programs. The web browser control exposes web browsing functionality to application programs through an application program interface. This interface comprises member functions, events and properties. The member functions provide high level services such as Navigate to a URL, go forward or backward in a navigation stack, or refresh the display of an HTML page. The events are notification messages that the control sends to a host application to notify the application about actions that have taken place or are about to take place. The properties provide status information about an instance of a control. A host application can create several instances of the web browser control and communicate with them through the interface on each instance.

U.S. Patent No. 6,031,989 to Cordell discloses a new reference tag as an extension to the

HyperText Markup Language (HTML). The new reference tag allows nesting of HTML and other electronic documents within a main HTML document obtained from a computer network such as the Internet or an intranet while maintaining all the layout and presentation capabilities of HTML in both the main and nested documents. The new reference tag is implemented as a container tag. If a client network applications understands the new reference tag, nested documents are displayed for a user. If the client network application does not understand the new reference tag, then the other HTML information tags contained between the beginning and end of the reference tag (i.e. the reference tag container) are used to display information for a user.

U.S. Patent No. 6,021,416 to Dauerer et al. discloses a method and system for processing a hypertext markup language (HTML) source file stored in a server processor. The processing is performed by a browser program in a client processor. The server processor and client may communicate with each other across a communications network, which may be the Internet. The HTML source file may define a web page in the worldwide web. The browser, in the client processor, processes the source file to generate an output display. A region within the output display is selected using a pointing device, such as a mouse, track ball, or the like. The region includes less than the whole output display. The region includes information, which may include text, a list, a table, or a graphic. Information that is displayed within the region is identified by the client processor. The client processor identifies a portion of the source file from which the information displayed within the region is generated. The portion is less than the whole source file. The identification includes a search for matching text in the region and in the portion of the source file. The HTML tags in the source file are examined to determine whether they are the appropriate tags to generate the information in the region. The identified portion of the source file is output by the client processor.

U.S. Patent No. 5,959,630 to Takeuchi et al. discloses a display screen processing apparatus that includes a display portion having a display screen; a display information acquiring section for acquiring a display information object to be displayed on the display screen; a display information dividing section for dividing the display information object into a plurality of partial display information objects on the basis of attribute information embedded in the display information object; an icon creating section for creating a split display icon for indicating positions of split display areas which are in a one-to-one correspondence with the partial display information objects within the entire display screen; a display controlling section for displaying the split display icon in a peripheral area of the display screen; and an icon designating portion for designating one of the split display areas in the split display icon. The display controlling section is adapted to display on a greater scale a partial display information object corresponding to the designated split display area on the entire display screen.

U.S. Patent No. 5,918,013 to Mighdoll et al. discloses a method of providing a document to a client coupled to a server. The server provides a number of Internet services to the client, including functioning as a caching proxy on behalf of the client for purposes of accessing the World Wide Web. The proxying server includes a persistent document database, which stores various attributes of all documents previously retrieved in response to a request from a client. When a Web document is retrieved from a remote server in response to a request from the client, the database is consulted and the stored information relating to the requested document is used by the server in transcoding the document. The document is transcoded for various purposes, including to circumvent bugs or quirks found in the document, to size the document for display on a television set, to improve transmission efficiency of the document, and to reduce latency. The transcoder makes use of the document database to perform these functions. The document database is also used for prefetching previously requested documents and images and for reducing latency when downloading images to the client.

U.S. Patent No. 5,918,010 to Appleman et al. discloses a collaborative Internet data mining system for facilitating a group effort from a plurality of guides to the Internet, by automatically processing the information provided by the guides and thereby create a branded or uniform look and feel

to the web sites supported by the plurality of guides.

U.S. Patent No. 5,895,454 to Harrington discloses a method of effecting commerce in a networked computer environment in a computerized system. A database of vendor product data and an associated database interface is established on a first computer. The interface allows remote access by one or more user(s). A local user interacts with the database by querying the database to specify a local users product/service specification. The database provides the local user with a selection of remote vendor network sites, where the selection is determined on the basis of the user querying the database. After the local user interactively connects with one or more of the remote vendor network sites, the user selects products/services from the information provided on the remote vendor network site. The selection of a particular product/service triggers a transaction notification which records the users selection and associated financial transaction data which is transmitted to the database and associated database interface. The local user may connect to subsequent remote vendor network sites, and each selection of a product/service also triggers a transaction notification which is transmitted to the database. The database and associated database interface provides information relating to the users realtime selection of products/services. During or at the conclusion of a local users shopping session, the user confirms the selection(s) whereby the database and associated database interface transmits purchase/ordering data to the remote vendor sites corresponding to the users selection.

U.S. Patent No. 5,881,230 to Christensen et al. discloses an object oriented programming environment that is extended to allow a client object oriented application running under a client/server operating system to communicate with a plurality of server object oriented applications located on one or more remote computers in a distributed computer environment. The extended object oriented programming environment provides the capability for a client object oriented application to connect to, and communicate with remote server object oriented applications as well as make object references to remote objects and remote object data. The extended object oriented programming environment is used for designing N-tiered logical models for distributed computing applications, while providing a flexible and adaptable M-tiered physical model underneath the N-tiered logical model. This environment is also used to provide the ability to reference remote objects from Internet and other client network applications.

U.S. Patent No. 5,757,900 to Nagel et al. discloses a method for reading a desired telephone data record associated with a given telephone number from a line record database. Initially, a data processor reads data from an accessing data record stored in an index database. The accessing data record contains at least an accessing number designating a series of telephone numbers including the given telephone number, a pointer pointing to a data cluster in the line record database, and a blocking factor associated with the data cluster. The data cluster comprises a plurality of data nodes and includes all of the telephone data records associated with the series of telephone numbers designated by the accessing number. Each data node contains a number of individual telephone data records up to the blocking factor and a number of pointers each pointing to one of the number of individual telephone data records. The data processor accesses a data cluster based on the data read from the index database. The data processor then determines the position of a desired data node containing the desired telephone data record in the data cluster, the total number of telephone numbers in the data cluster, and the blocking factor. Then the data processor reads the desired data node and extracts the desired telephone data record from the desired data node using the pointer associated with the desired telephone data record.

U.S. Patent No. 5,694,546 to Reisman discloses a novel electronic information transport component that can be incorporated in a wide range of electronic information products, for example magazine collections, to automate the mass distribution of updates, such as current issues, from a remote server to a wide user base having a diversity of computer stations. Extensions of the invention permit automated electronic catalog shopping with order placement and, optionally, order confirmation. A server-based update distribution service is also provided.

U.S. Publication No. 2002/0161672 A1 to Banks et al. discloses a system supporting commercial transactions synchronizes e-Catalog data from any e-catalog into a users ERP system. A system for processing product information for supporting commercial transactions involves a first database for maintaining product information including product description, product vendor and associated product pricing information. A data processor in the system receives product information and updates the first database information to incorporate received product information in response to detection of matching records between the received product information and the first database information. A display processor initiates display of updated product information in response to user command. Further, a catalog system maintains and processes a catalog of product information supporting commercial transactions and includes a bidirectional communication processor supporting communication with a remote application. The system also includes a catalog database for maintaining product information including product description, product vendor and associated product pricing information. A catalog data processor employs the communication processor in receiving product usage information from a remote application, identifying differences between data in the received product usage information and the catalog database product information, and communicating product information to the remote application in response to the identified differences.

WIPO Publication No. WO 01/77838 by WebCollage Inc. discloses a method for displaying information that includes identifying computer-readable service code at a service site, which code, when read by a client computer via a network, causes the computer to display at least one service page, containing service information. At least portion of the service code is selected for inclusion in a service component containing at least a portion of the service information that corresponds to the selected code. A pointer is generated, indicating a location at which the service component is accessible, for inclusion of the pointer in the host code accessible to the client computer from a host site, which is separate from the service site and is accessible via the network, the host code, when read by the client computer, causing the computer to display a host page containing host information. An invocation of the pointer by the client computer is received at the location when the client computer accesses the host page. The selected service code is then conveyed to the client computer, such that responsive to the selected service code the client computer displays the service component on the host page.

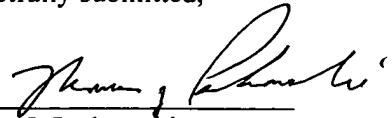
WIPO Publication No. WO 98/02847 by Vladimirs Moldovans discloses automatics that can be used for identification of product manufacturer or confirmation of authenticity of financial (bank) documents by identification of their consigner. It is an object of the present invention to provide the validity of received information about product manufacturer. The object is achieved as follows. A manufacturer (consigner) assigns to each article (document) an individual code consisting of two mismatching markers, applies it to the article and stores in the file of a specially programmed computer. A consumer reads one of the markers and sends it to the manufacturer who determines the second marker corresponding to the received marker and informs the place of reading about it. The belonging of the product to the addressee whome the request has been sent to is determined by the matching of the two markers-the one received from the manufacturer and the other- applied to the product.

A separate listing of the above references on PTO Form 1449 is enclosed herewith for the convenience of the Examiner.

Enclosed is payment of the requisite fee of \$180.00 (37.C.F.R. 1.17(p)) with Thomas J. Perkowski, Esq., P.C. Check No. 7960. The Commissioner is also hereby authorized to charge any fees required in connection with this document to Deposit Account No. 16-1340.

Respectfully submitted,

Dated: February 19, 2009

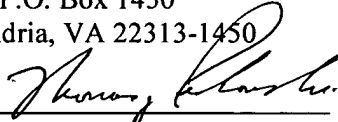


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Date: February 19, 2009